

Dog Food in Peru

May 2024

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Dog Food in Peru - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Dog food volume sales return to growth as macroeconomic climate improves Demand for wet dog food grows rapidly from a low base Interest in premium and super-premium brands continues to rise

PROSPECTS AND OPPORTUNITIES

Dog food set to expand steadily in volume and current value terms Dog treats and mixers expected to be the fastest developing category Higher-end products with naturally healthy positioning will continue to gain popularity

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